

JOB SATISFACTION OF MEDICAL REPRESENTATIVES IN ERNAKULAM DISTRICT

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ABSTRACT

Medicine means the practice of the diagnosis, treatment and prevention of diseases and the promotion of health. Medications, drugs substances used to treat and cure diseases and to promote health. Humans have been practicing medicine in one way or another for over a million years. Prehistoric people use medial herbs called anthropologists. Enormous developments were made to identify and prevent the illness. Some people might call medicine a regulated patient-focused health profession which is devoted to the health and well-being of patients. Whichever may medicine is described; the thrust of the meaning is the same – diagnosis treatment and prevention of disease, caring for patients and a dedication to their health and well-being. In modern medical field the learned profession that is mastered by graduate training in a medical school and that is devoted to preventing or alleviating or curing diseases and injuries. Those who educate in health include not only the professions, doctors, nurses, pharmaceuticals etc. but also the medical representatives. Medical representatives are the key point of contact between pharmaceutical and medical companies and healthcare professionals, promoting product awareness, answering queries, providing advice and introducing new product. This helps to improve the job satisfaction towards their job. Job satisfaction of medical representatives can be attaining by increasing the welfare measures offered by their companies. This study has been carried out in Ernakulum District. The main aim of this study to find out the job satisfaction of medical representatives by analyzing the major problems faced in the medical field and the welfare measures that provided by their company. From the survey we can conclude that, medical representatives are satisfied on their job. Most of employees are satisfied on their salary and other concessions. Most of them are permanent staff and they are the members in labour union. But in some cases such as transport facilities, leave rules, target line, health problems and the relationship between management and employee, the satisfaction of medical representatives are less.

KEYWORDS: *Modern Medical, Answering Queries, Medical Representatives*

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INTRODUCTION

Health decides the smooth functioning of each organism. It is a dynamic condition resulting from a body's constant adjustment and adaptation in response to stresses and changes in the environment for maintaining an inner equilibrium. Health's problems are treated by medicine. Public health focuses on preventing the spread of diseases. Medicine men, also known as with-doctors or shamans existed in some prehistoric communities. They were charge of their tribe's health and gathered plant based medications, mainly herbs and roots, carried out rudimentary surgical procedures, as well as casting spells and charms. Tribe people would also seek them out for medical advice. But in modern medical field the learned profession that is mastered by graduate training in a medical school and that is devoted to preventing or alleviating or curing diseases and injuries.

Medical representatives are the key point of contact between pharmaceutical and medical companies and healthcare professionals, promoting product awareness, answering queries, providing advice and introducing new product. This helps to improve the job satisfaction towards their job. Job satisfaction is necessary for the well doing the job. Job satisfaction is the feeling of an employee gets when the job he does fulfills all the expectations. It describes how happy and comfortable an individual is with his or her job. It is a pleasurable emotional state resulting from the appraisal of one's job. It had often been said that, a happy employee is a productive employee. Age sex, educational qualifications, experience, ability, perception are the personal factors and nature of work, pay and other benefits, superior-subordinate relationship, inter personal relationship are the organizational factors that determine the job satisfaction.

Companies have to keep the employee attached to the organization and towards this keep them happy to the extent possible. Welfare measures are over and above the wages paid to employees. These include improved working conditions, health care facilities, insurance for self and family, recreation facilities, improved industrial relations and so on. These measures may not be in the form of monetary benefits. And the job satisfaction of medical representatives can increase by solving the problems faced by their companies. In the medical field there are too many medical representatives are working and they get only less time in front of doctors. Most representatives spend their time by travelling from one hospital to another. To build a trust relationship with doctors and to understand evident based medicine. These are some problems faced by medical representatives and it cause to decrease the job satisfaction of them.

This study has been carried out in Ernakulum District. The main aim of this study to find out the job satisfaction of medical representatives by analyzing the major problems faced in the medical field and the welfare measures that provided by their company.

DEFINITIONS

Health: A state of complete physical, mental, and social well-being absence of disease.

Medicine: Any substance or substances used in treating diseases or illness.

Medicine Man: Medicine man is also called a shaman; this is someone with magic powers resulting from the contact with the supernatural.

Doctor: A physician or doctor is a professional who practices medicine, which is concerned with promoting, maintaining or restoring human health through the study, diagnosis and treatment of disease, injury, and other physical and mental impairments.

Medical Representatives: Medical representative are the key point of contact between pharmaceutical and medical companies and healthcare professionals, promoting product awareness, answering queries, providing advice and introducing new product.

Job Satisfaction; According to E.A. Loke "Job satisfaction is a pleasurable or positive emotional state resulting from the appraisal of one's job or job experience."

OBJECTIVES OF THE STUDY

- To find out the problems faced by Medical Representative.
- To study welfare measures provided by their companies to Medical representatives.

SCOPE OF THE STUDY

This study is about the job satisfaction of medical representatives in Ernakulam district. Ernakulam is known as the commercial capital of Kerala. Its headquarters is located at Kakkanad, a suburb of Kochi city. The area selected by taking in accounts the time and the cost factor. 30 Medical representatives are selected for the study based on convenient sampling.

Thirty medical representatives are selected from different companies such as Mankind pvt., Sipla pvt., Microlab pvt. etc. in Ernakulam district. In this study we search about the problems faced by medical representatives and the welfare measures provided by their companies.

SIGNIFICANCE OF THE STUDY

Job satisfaction is the amount of pleasure or contentment associated with a job. If you like your job intensely you will experience high job satisfaction. If you dislike your job intensely, you will experience job dis-satisfaction. Job satisfaction is very difficult to identify, because it is intangible in seen, unobserved variable and a complex assembling of emotional feeling have such behavioral tendencies. It is a mental feeling or favorableness which an individual has about his job. Selection of right man for right job, conducting working environment, cordial superior-subordinate relationship, better inter-personal relationship, suitable promotion opportunities, creation of facilities for training, welfare measures etc. are the some measures to improve the job satisfaction.

Medical representatives have to sell products of pharmacy companies or drug manufacturers. He has to go to doctors and medical shops to sell drugs and promote drugs. He will give some free samples. The medical representatives need a combination of sales skills and medical knowledge to do the job. They have to organizing appointments and meetings with hospital based health care staff. They want to undertaking relevant research in the medical field and they present the products to health care staff including doctors, nurses and pharmacists.

RESEARCH METHODOLOGY

This study covers the job satisfaction of medical representatives in Ernakulam district. The research is both descriptive and analytical in nature. This study uses both primary and secondary data and the information required for the study were collected from selected samples.

For this study, primary data were collected by giving questionnaire to thirty medical representatives through personal interview. Convenient sampling method is used for collecting the data. The secondary data were collected from published project works, websites, books.

The statistical tools used for the purpose of analysis are simple percentage and bar diagram. Based on the responses of samples tables are prepared; the data collected were analyzed and interpreted with the help of tables and figures.

Limitations of the Study

- Questionnaire was supplied to limited no. of respondents
- There can be sampling errors.

MEDICAL REPRESENTATIVES

Job Description:

Medical representatives are the key point of contact between pharmaceutical and medical companies and healthcare professionals, promoting product awareness, answering queries, providing advice and introducing new products. Medical representatives are also known as medical sales representatives or pharmaceutical sales representatives. The medical representatives work for pharmaceutical companies to sell the prescription drugs, medicines. They promote their companies' products to hospitals, doctors, pharmacists and nurses.

The medical representatives need a combination of sales skills, communication skill and medical knowledge to do the job. They are often responsible for a set territory in which they may serve as either inside or outside sales representatives as well as independent representatives who serve a number of businesses and sell a variety of medical products. Inside sales representatives may work with current customers through remote contact to ensure that their products is well received. While inside sales representatives may contact new customers they rarely leave the office or meet with clients directly. Outside sales representatives spend much of their time travelling and often meet directly with both new and existing customers to market new products and ensure quality of service.

Medical sales representatives are primarily responsible for establishing and maintaining relationships with customers. This often involves corresponding with customers via telephone, email or other means to take orders, opinions, provide information about new products and services.

Qualifications Required For Medical Representatives

To be a medical sales representative, one doesn't need to hold a specialised degree in science. Those hailing from other academic backgrounds too can seek these jobs. Knowledge and an understanding of the market are more crucial for these professionals. They are employed by the pharmaceutical companies. An entry-level professionals may not be able to reach out to the opportunities released by these leading employers. They should get started seeking employment in the small and middle level pharmaceutical companies. By gaining experience as a medical representative working with the companies, further get promoted and even move to the leading pharmaceutical companies.

Responsibilities;

- Arranging appointments with doctors, pharmacists and hospital medical teams.
- Making presentations to doctors, practice staff and nurses.
- Organizing conferences for doctors and other medical staff;
- Building and maintaining positive working relationships with medical staff and supporting administrative staff;
- Keeping detailed records of all contacts;
- Reaching (and if possible exceeding) annual sales targets;
- Planning work schedules and weekly and monthly timetables. This may involve working with the area sales team or discussing future targets with the area sales manager.
- Regularly attending company meetings, technical data presentations and briefings;

- Keeping up to date with the latest clinical data supplied by the company, and interpreting, presenting and discussing this data with health professionals during presentations;
- Monitoring competitor activity and competitors' products;
- Developing strategies for increasing opportunities to meet and talk to contacts in the medical and healthcare sector;
- Staying informed about the activities of health services in a particular area.

Data Analysis and Interpretation

In order to extract meaningful information from the data collected the analysis and interpretation is carried out. The questionnaire was prepared to obtain the desired information and the method of personal interview was adopted. The data got is then analyzed and the following are the result for the same data as first edited, coded, and tabulated for the purpose of analyzing them. The conclusions are based on the statistical analysis and reference.

- **Gender Wise Classification**

Table 1.1

Gender	No. of Employees	Percentage
Male	27	90%
Female	3	10%
Total	30	100%

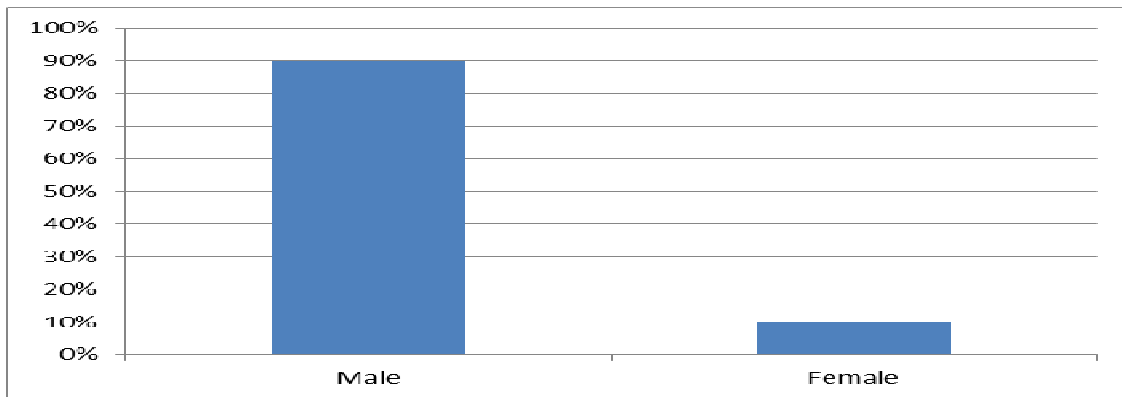


Diagram 1.1

The Diagram 1.1 shows gender wise details of the employees. Out of 30 respondents 90% are male and 10% are female. Hence most of medical representatives are male.

- **Experience of Employees.**

Table 1.2

Experience of Employees	No. of Employees	Percentage
0-5 years	18	60%
5-10 years	11	37%
More than 10 years	1	3%
Total	30	100%

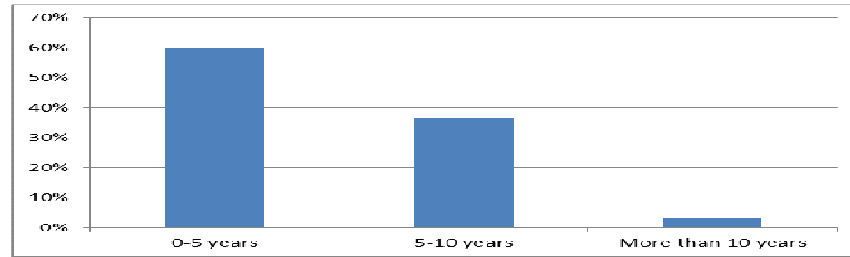


Diagram 1.2

The diagram 1.2 shows the experience of employees. Sixty percentage of respondents have an experience less than 5 years, 37% of respondents have experience between 5 to 10 years and 3% of respondent have more than 10 years' experience. So most of the medical representatives have experience less than five years.

- **Training Programme Conducted by the Company**

Table 1.3

Response	No. of Employees	Percentage
Excellent	5	17%
Good	13	43%
Average	12	40%
Total	30	100%

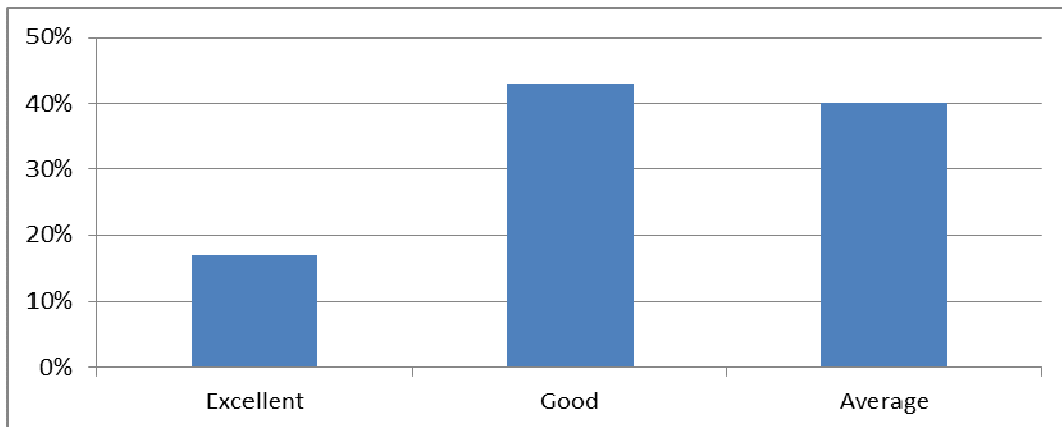


Diagram 1.3

The diagram 1.3 shows the opinion of employees about the training programme conducted by the company. Out of 30 employee's 17% of respondents get excellent training, 43% of respondents get good training and 40% respondents get only an average training. Hence most of the medical representatives are satisfied with the training programme conducted by the firm.

- **Satisfaction of Employees With the Transport Facilities Provided By The Firm**

Table 1.4

Level of Satisfaction	No. of Employees	Percentage
Highly satisfied	1	3%
Satisfied	10	33%
Dissatisfied	19	64%
Total	30	100%

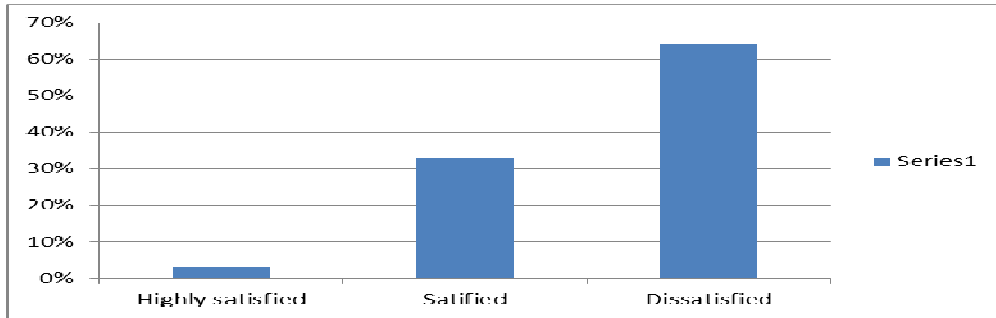


Diagram 1.4

The diagram 1.4 shows the satisfaction of employees with the transport facilities provided by the firm. Out of 30 employees 1 respondent highly satisfied, 10 respondents are satisfied. So more than 50% of medical representatives are dissatisfied with the transport facilities provided by the firm.

- **Medical Facilities Provided by the Company.**

Table 1.5

Level of satisfaction	No. of employees	Percentage
Highly satisfied	12	40%
Satisfied	17	57%
Dissatisfied	1	3%
Total	30	100%

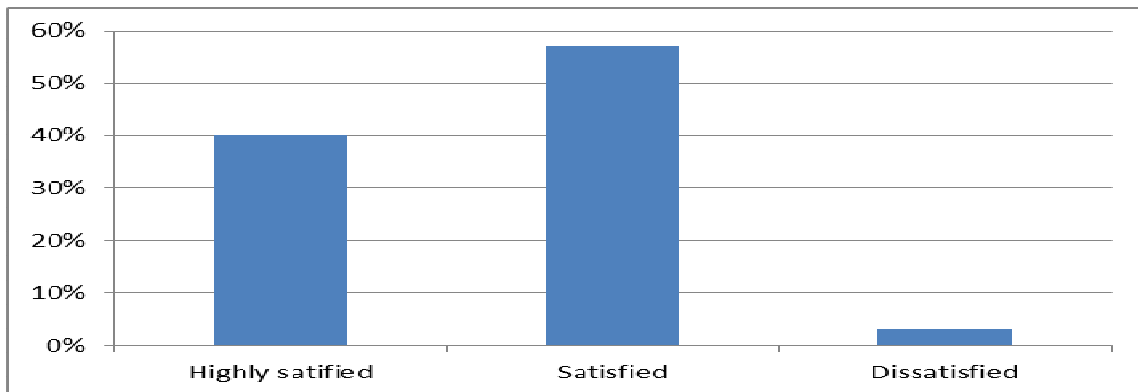


Diagram 1.5

The diagram 1.5 shows the medical facilities provided by the firm. Out of 30 employees 40% of respondents are highly satisfied, 57% of respondents are satisfied and only 3% of employees are dissatisfied. Hence most of medical representatives are satisfied with the medical facilities provided by the firm.

- **Leave Facilities Provided by the Company.**

Table 1.6

Item	No. of Employees	Percentage
Good	8	27%
Average	10	33%
Poor	12	40%
Total	30	100%

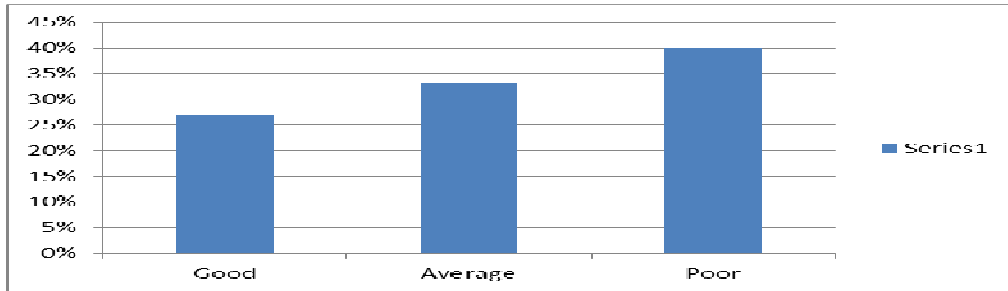


Diagram 1.6

The diagram 1.6 shows leave facilities provided by the company. Out of 30 employees 27% responded are satisfied with the leave rules, 33% respondents feel less satisfaction and 40% respondents feels that their leave rules are un flexible. Therefore the number of medical representatives those satisfied on the medical facilities provided by the firm is less.

- **Status of the Employee**

Table 1.7

Status	No. of Employees	Percentage
Permanent	26	87%
Temporary	4	13%
Total	30	100%

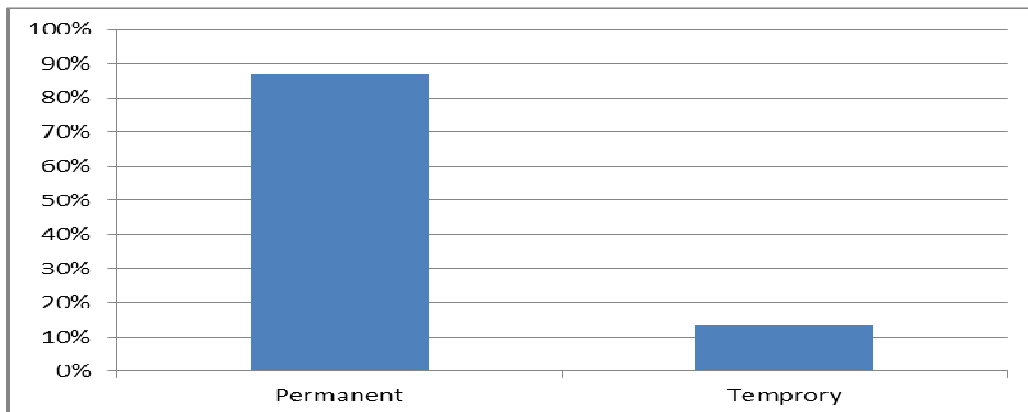


Diagram 1.7

The diagram 1.7 shows the number of permanent and temporary staff. Out of 30 employees 87% of employees are permanent and 13% are temporary employees. Hence most of medical representatives are permanent staff.

- **Satisfaction of Employees Towards Welfare Measures**

Table 1.8

Response	No. of Employees	Percentage
Highly satisfied	13	43%
Satisfied	13	43%
Dissatisfied	4	14%
Total	30	100%

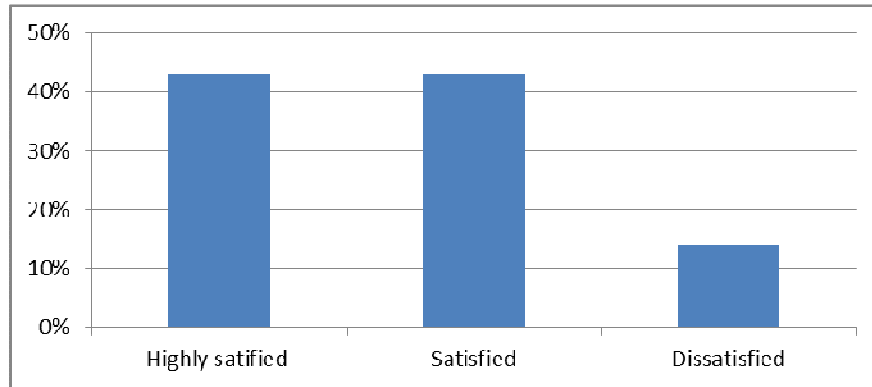


Diagram 1.8

The diagram 1.8 shows the satisfaction of employees about their concession. The concession includes bonus, provident fund, insurance facility, gratuity and other schemes. Out of 30 employees 43% respondents are highly satisfied, 43% respondents are satisfied and 14% respondents are dissatisfied on the concessions that provided by the company. Therefore most of the medical representatives are satisfied on the concessions provided by the firm.

- **Number of Employees in Labour Union**

Table 1.9

Response	No. of Employees	Percentage
Yes	26	83%
No	54	17%
Total	30	100%

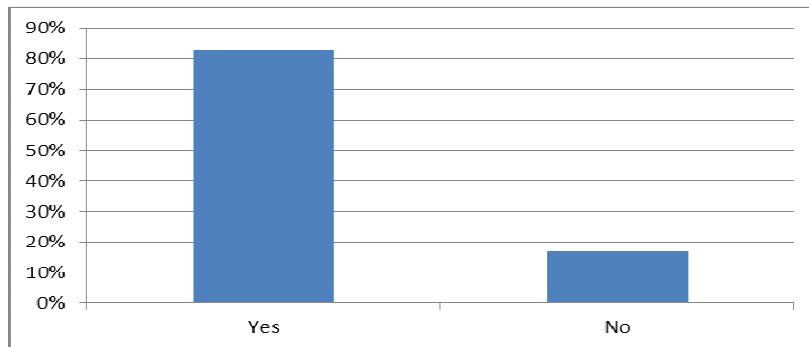


Diagram 1.9

The diagram 1.9 shows the number of members in labour union and not. Out of 30 employees 83% of employees are the member of labour union and 17% of employees are not the members in labour union. So most of the employees are the members of labour union.

- **Attitude of Employees While Presenting the Product in Same Hospital.**

Table 1.10

Response	No. of Employees	Percentage
Yes	3	10%
No	19	63 %
Sometimes	8	27%
Total	30	100%

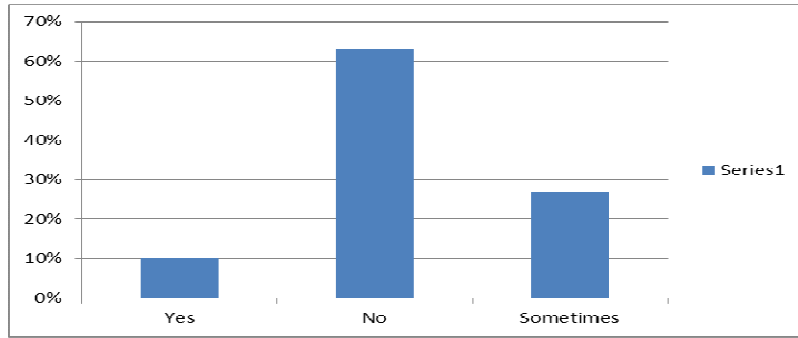


Diagram 1.10

The diagram 1.10 shows the attitude of employees towards presenting the product in the same hospital for a number of times. Out of 30 employees 10% respondents feel lazy, 63% respondents feel lazy sometimes but 27% respondents do not feel lazy for presenting the product in same hospital. Hence more than 50% of employees do not feel lazy for presenting the product in same hospital.

- Satisfaction of Employees Towards the Target Line.**

Table 1.11

Level of Satisfaction	No. of Employees	Percentage
Highly satisfied	3	10%
Satisfied	8	27%
Dissatisfied	19	63%
Total	30	100%

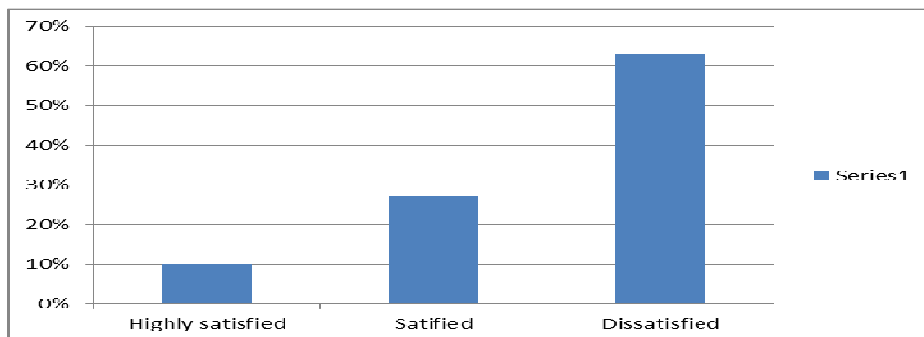


Diagram 1.11

The diagram 1.11 shows the employees satisfaction towards the target line. Out of 30 employees 10% of employees are highly satisfied, 27% of employees are satisfied, but 63% of employees are not satisfied. Hence more than 50% of medical representatives are dissatisfied on the target line of the firm.

- Satisfaction of Employees Towards The Job.**

Table 1.12

Level of Satisfaction	No. of Employees	Percentage
Highly satisfied	12	40%
Satisfied	17	57%
Dissatisfied	1	3%
Total	30	100%

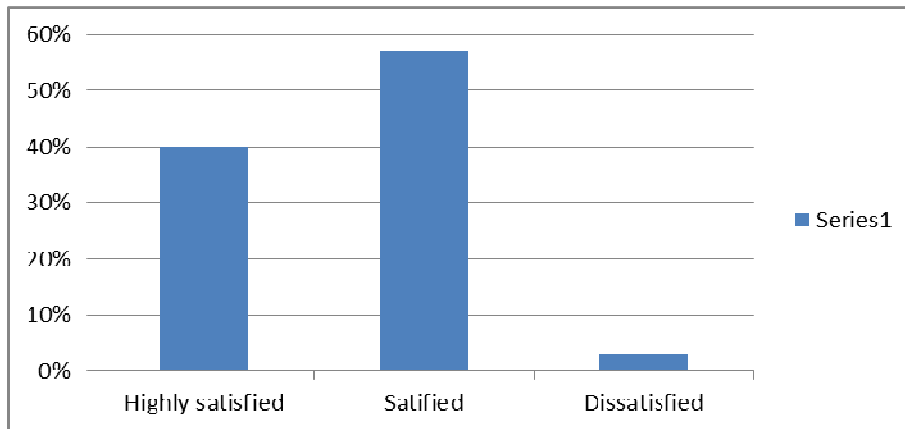


Diagram 1.12

The diagram 1.12 shows the employees satisfaction towards the job. Out of 30 employees 40% of employees are highly satisfied, 57% of employees are satisfied and 3% of employees are dissatisfied. Therefore most of the medical representatives feel satisfaction towards their job.

SUGGESTIONS

- Provide better transportation facilities by the company.
- Reduce the restrictions on leave rules.
- Reduce the work load of employees.
- The company should provide more training facilities for medical representatives.

CONCLUSIONS

Job satisfaction is a pleasurable or positive emotional state resulting from the appraisal of one's job or performance. It is very difficult to identify, because it is intangible to seen, unobserved variable and a complex assembling of emotional feeling have such behavioral tendencies. Medical representatives are the key point of contact between pharmaceutical and medical companies and healthcare professionals, promoting product awareness, answering queries, providing advice and introducing new products. Medical representatives are also known as medical sales representatives or pharmaceutical sales representatives.

From the survey we can conclude that, medical representatives are satisfied on their job. In the field of medical representatives there is both male and female. But the numbers of female medical representatives are comparability low

Most of employees are satisfied on their salary and other concessions. Most of them are permanent staff and they are the members in labour union. But in some cases such as transport facilities, leave rules, target line, health problems and the satisfaction of medical representatives are less.

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